

HOME PATRONAGE SECTION TO THE WAGEWORKER



VOL. 5

LINCOLN, NEBRASKA, OCTOBER 3, 1908

NO. 27

WANT YOUR TRADE

Why Build Up Outside Concerns and Tear Down Your Home Trading Point.

By Buying Your Goods at Home You Not Only Increase Your Home Values But Reduce Your Taxes.

The Home Merchants Want Your Trade and Will Sell You the Best Grade of Goods as Cheap as Any Mail Order House on Earth.

(COPYRIGHTED BY D. W. REID)

In the past two decades many questions have risen which are taxing the ingenuity of the best intellects among the political and industrial economists of the day to solve.

Evils that are gigantic in their scope, which are far-reaching in their effect, and which are subtle in the injury to the public and private wealth that they do, have grown up to torment the people.

Among these evils is one that is paramount, for the reason that it is so insidious in its workings that its true iniquity is concealed from the eyes of all except the most thoughtful. This is the Mail Order House; evil. It is like the consumption, a veritable white plague in the business world as an exposition of its detrimental methods, policies and effects will show.

Do you wish to sustain the legitimate dealers and enable them to remain in business? If so, do you not know that it is imperatively necessary to trade with them?

Do you not know that if your father, husband, brother or friend is in the shoe business and you buy groceries or furniture of a Mail Order House, the wives and families of the grocery and furniture stores are equally justified in buying shoes of a Mail Order House?

If your husband or other relative or friend is a doctor or a lawyer, and the shoe dealer and other dealers are forced to assign or retire because you patronize Mail Order Houses, do not these professional men lose patients and clients?

Is the reliable dealer being properly patronized and thus encouraged to continue in business? If not, are not the members of the household, or your friend's household, likely to lose their positions? Think of this and buy your goods exclusively at home and not of a Mail Order House.

Patronize the legitimate dealers. They constitute the backbone of the business interests. Break it and you destroy the bulwark of your town's prosperity. The home merchants constitute the tenantry of our business blocks, but they are rapidly diminishing because our people send thousands of dollars weekly to the Mail Order Houses.

Remember this: Mail Order Houses and Box Car Wholesale concerns do not sell goods any cheaper than your legitimate dealers, but they do sell a line of goods manufactured especially to swindle the people, and by carefully reading our argument we will prove to you that the line of goods they sell are dear at any price.

APPEAL TO THE THOUGHTFUL

That article on Mail Order Houses is devoted to a full and fair discussion of a subject which we believe is of vital importance to every one.

Right here, let us state that we do not dispute the right that belongs to every citizen that he or she has the privilege of spending their earnings in whatever manner and where they wish, as long as they keep within the

law. No one will dispute the farmer's claim that he can send his money to any place that he wishes, and buy goods he needs wherever he wants to. But there is an economic side of the question that should not be overlooked. The resident of a community should be active in furthering the in-

would in effect be a curse upon these establishments.

Many have as yet given little thought to this subject. We would urge upon each reader their personal responsibility in this matter and incite them to investigate for themselves and weigh carefully the evidence of all sides of this subject, and having come to a decision to act conscientiously according thereto. If, as we claim, they are monstrous frauds, humbugging the public and octopus-like, destroying whatever they can reach, then surely it becomes the duty of every humanitarian to aid the public to get rid of this "Old Man of the Sea," who is riding upon its back. We therefore make this earnest appeal: Read every line written upon this subject, and act according to your convictions. If you admit the justice of our claims, don't say "Oh, well! we cannot help it; nothing can come of this movement." Rather, let each reader whose soul is not "fit for treason, stratagem, and spoils" be a committee of one and say, "I will not spend another dollar with a Mail Order House." Take this stand and soon the monsters, like the Arabs, will silently fold their tents and steal away from your locality.

HONESTY THEIR TRADE

There was at one time a condition of trade in which honesty was the best policy. A man, in beginning a

man could get as good value for a dollar as could a man with ten eyes.

But now! Of what value to a house is a reputation for fair dealing built up by fifty years of resisted temptation and unblemished honesty? It is practically valueless and why? What have we got in return for that honesty that is passing out of the mercantile trade? We have something like a Punch and Judy show with every Mail Order House catalogue sent out to amuse the buying public so they will not notice that the nutting they get for half price is made of wood.

Do those people who are not engaged in the mercantile line ever pause to consider the conditions under which trade is now done? Those running a legitimate store pause long and seriously to consider the situation, but do outsiders never see cause for alarm in the conditions of things? What is the condition? Is it not practically true that the proprietor of a country store can never tell Monday morning whether he is going to do \$1,000 worth of business during the week or \$100 worth? The volume of trade is no longer regulated by the necessities of the people. Orders are not only sent to these Mail Order Houses which are not their "natural markets," but they hold themselves in readiness to buy everything in their catalogue that seems to be offered cheap. The housewife used to decide that she needed certain things and that she could afford to buy them,

YOUR REAL FRIEND

The Home Merchants—In Buying Mail Order Goods You Deal With Strangers.

By Buying Goods at Home You Are Dealing With Your Neighbors Who Have Their Capital Invested Here.

Your Home Merchant is the One Who Helps to Keep Up Your Schools, Churches and Good Roads. Why Not Treat Him Fair?

(COPYRIGHTED BY D. W. REID)

The great Mail Order House is not the friend of the farmer, nor anyone else, as it pretends to be. It cannot sell goods, on the average, at rates lower than the retailer can offer the same quality, when the item of freight is considered. This has been demonstrated more than once, and can be

facts are appreciated the better the people who now deal with them will be off.

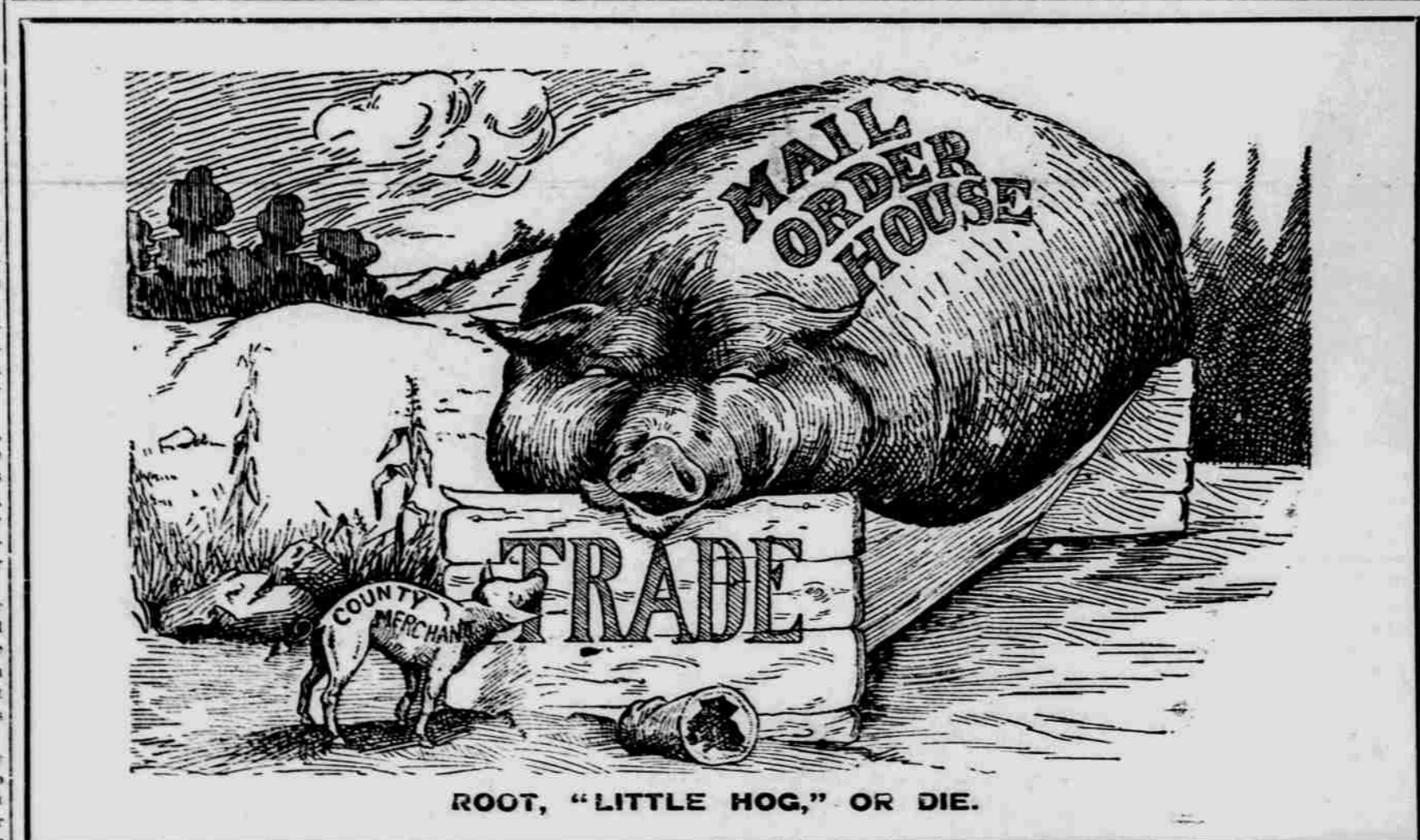
The Mail Order Houses do not sell any cheaper than your home merchant but they do destroy your home town.

Every good citizen who is opposed to the evils of capital, commercial and industrial concentration in the large cities, and the building up of illegal businesses that work against the interests of the masses, should calmly consider the fact that every system of business that depletes a section of country of the wealth it produces strengthens the so-called capitalistic power. One of the most baneful systems that at the present is working against the interests of the smaller cities and towns, and is the greatest medium of draining wealth from agricultural communities, is the box car plan of doing business. From rural towns in the west from 40 to 50 per cent of the trade goes to these concerns. If this trade were confined to the home town its business would be immediately doubled—employment given to many more people; the profits accruing from mercantile business would seek investment, and within a few years the population of the town would be more than doubled and its growth be commensurate with industries that would give the people employment.

WAYS AND MEANS

Proprietors of Mail Order Houses tell us that in these mammoth concerns we witness the evolution of the times. That it is a survival of the fittest, and that they have come to stay. That might makes right. That they have got the small retailer laid across the gutter, that they may pass over without soiling their shoes. That they propose to keep him in his present precarious position. This and much more is what they tell us by their arrogance. There was a time when we were taught to believe that men were endowed with certain inalienable rights, but a shadow of doubt has been cast upon this declaration by the advent of the Mail Order House. So great a menace has this become that the whole country is aroused and the citizens are organizing to protect themselves from the encroachment of these cut-throats.

One of the means of defense proposed is by legislation. There has been some doubts expressed as to the constitutionality of laws regulating private business, but is there any such thing as a private business? A business must necessarily be public and exerts some influence, either good or bad, upon the community. This being true, it must needs be amenable to law. With laws regulating these predatory institutions must also come a public sentiment educated up to the plane of the law. No law is operative without public sentiment educated up to the plane of the law. No law is operative without public sentiment back of it. The people must be shown that it is not for their interests to patronize Mail Order Houses.



ROOT, "LITTLE HOG," OR DIE.

terests of the place he calls home. He is working contrarily to his own good when he sends his money to the distant city for supplies he knows can be secured in his own home town. The dollar sent away goes out of circulation and ceases to be a factor in the building up of the community from which it is sent.

But do these Mail Order Houses promote the prosperity of your town, or are they injurious to its best interests? Let us examine the facts: That these institutions destroy real estate values; bankrupt the merchant of small capital; employ help at a pittance that will not suffice to keep body and soul together and thus pave the way for the ruin of many who, wearied and discouraged by the hopeless outlook for advancement, fall by the way; humbug and "sell" the people the way they do business, there is no shadow of a doubt. Test the truth of our statements. Question any or every one with whom you come in contact and you will be surprised at the unanimity of thought upon the subject—all of those to whose attention the question has been brought—from the humblest artisan or laborer for a mere pittance to the small capitalists with his empty store and residence property unite in a testimony which, crystallized into one sentence

mercantile career, said: "I shall build up a reputation for fair dealing. My goods shall be what is claimed for them. My word shall be as good as my bond. I am an expert in my line and I shall personally buy every dollar's worth that enters my store—I shall sample and test everything that I purchase. Not a snide article shall enter here, and once I catch a manufacturer attempting to substitute inferior stuff I shall cease to deal with him. Mine shall be the best store in town. I shall hire good salesmen—men who know the values and qualities of different grades of goods. Buying keenly, taking advantage of all discounts, I can sell as cheaply as any other store, and my claim on the public will be anything bought from me has a guaranteed value."

In buying goods he watched the market with a keen eye. After buying goods he inspected them personally, and if inferior to sample threw them back upon the hands of the maker and closed his account with that man. His high principles purified trade. If he ever sold shoddy cloth he called it shoddy cloth, and did not advertise it as all wool. He played fair. He prospered and when he died his son took up the business and ran it on the same principles as the father. It was an honorable house wherein a blind

and then she would set out and buy them. Now she never knows what she needs until she has read a Mail Order House Catalogue. The result is that there must be tons of sham finery in many homes of this country where square meals are not absolutely sure. It is an old saying: "He who buys what he does not need will soon need what he cannot buy."

But trade is no longer regulated by the necessities of the people. People no longer buy for necessities, but for the things that happen to be offered at apparent or pretended reductions in price. The honest store keeper who adheres to legitimate methods is kept in hot water. The Mail Order Houses keep pounding away with their tom-cat catalogues to attract the multitude, and the legitimate dealer does not know what day he will be forced to close out his business, which he has conducted honestly for years.

THE HOME PRESS

One of the most powerful influences of the country is the home press, the local papers. The editor can do much for his town if he only will, and if he receives the support that he merits from the business interests of the place where he may reside. His interests are the people's interests; the people's success his success.

demonstrated at any time if the customer will take his catalogue price and the cost of transporting and then compare the total with the home merchant's price. The catalogue house is under heavy expense for advertising. This expense must come out of the profits. Can it afford to meet these great advertising bills and also deliver goods sold by the retailer? Besides this, it is under immense expense for outlays in stock, for taxes, salaries and other items which the retailer does not have to meet. Obviously its expenses are enormous compared with the retailer's bill. In addition, it takes the patron's money and does him no favors. The retailer will, if requested lend one of his reliable customers a sum of money for a few days. Will the Catalogue House do this? The retailer shows his goods before one buys. The Catalogue House does not. The retailer's reputation is behind every sale he makes. The Catalogue House is beyond the individual criticism. The retailer pays the farmer almost as much for his produce as the farmer pays the retailer for his purchases. The Catalogue House cannot do this, and would not if it could. In short, it is a cut throat institution, conducted by shrewd men who are out for money and nothing else. The sooner these